CLAIMS

What is claimed is:

1. A method of computing price discounts for an electronic commerce order, said method comprising:

categorizing applicable price discounts for an individual customer order;

computing valid combinations of price discounts for said individual customer order;

combining said valid combinations of price discounts into a price discount group; and

selecting an optimal price discount based on said price discount group.

2. The method of claim 1, wherein said individual customer order comprises at least one order line item.

3. The method of claim 2, wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered.

4. The method of claim 3, wherein said unique item identifier comprises a stock keeping unit (SKU) identifier.

5. The method of claim 1, wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased.

6. The method of claim 1, wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof.

7. The method of claim 1, wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

8. A method of computing price discounts for an electronic commerce order, said method comprising:

identifying price discounts for an individual customer order;

computing gross savings for each of said price discounts for said individual customer order; and

selecting an optimal price discount that provides an optimal savings when compared to other discounts.

9. The method of claim 8, wherein said individual customer order comprises at least one order line item.

10. The method of claim 9, wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered.

11. The method of claim 10, wherein said unique item identifier comprises a stock keeping unit (SKU) identifier.

12. The method of claim 8, wherein said price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased.

13. The method of claim 8, wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof.

14. The method of claim 8, wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

15. A method of computing price discounts for an electronic commerce order, said method comprising:

identifying price discounts for an individual customer order;

disabling discounts that do not apply to said individual customer order to produce a group of valid discounts; and

selecting an optimal price discount that provides a greatest amount of savings when compared to other discounts.

16. The method of claim 15, wherein said individual customer order comprises at least one order line item.

17. The method of claim 16, wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered.

18. The method of claim 17, wherein said unique item identifier comprises a stock keeping unit (SKU) identifier.

19. The method of claim 15, wherein said price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased.

20. The method of claim 15, wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof.

21. The method of claim 15, wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

22. A system for computing price discounts for an electronic commerce order comprising:

a first unit operable for categorizing applicable price discounts for an individual customer order;

a computer configured to said first unit and operable for computing valid combinations of price discounts for said individual customer order;

a component configured to said computer and operable for combining said valid combinations of price discounts into a price discount group;

a processing control mechanism configured to said component and operable for processing subsets of price discount rules within said price discount group; and

a second unit configured to said component and operable for selecting an optimal price discount based on said price discount group.

23. The system of claim 22, further comprising a sequence of commands input into said computer, wherein said commands bind price discount information to a respective item in said electronic commerce order.

24. The system of claim 22, further comprising a disabling mechanism configured to said computer and operable for preventing gratuitous discounts from being applied to said electronic commerce order.

25. The system of claim 22, further comprising a priority controller mechanism configured to said computer and operable for prioritizing a sequential order of evaluating said price discount rules.

26. The system of claim 22, wherein said individual customer order comprises at least one order line item, wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered, and wherein said unique item identifier comprises a stock keeping unit (SKU) identifier.

27. The system of claim 22, wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased.

28. The system of claim 22, wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof.

29. The system of claim 22, wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.

30. A program storage device readable by computer, tangibly embodying a program of instructions executable by said computer to perform a method of computing price discounts for an electronic commerce order, said method comprising:

categorizing applicable price discounts for an individual customer order;

computing valid combinations of price discounts for said individual customer order;

combining said valid combinations of price discounts into a price discount group; and

selecting an optimal price discount based on said price discount group.

31. The program storage device of claim 30, wherein said individual customer order comprises at least one order line item.

32. The program storage device of claim 31, wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered.

33. The program storage device of claim 32, wherein said unique item identifier comprises a stock keeping unit (SKU) identifier.

34. The program storage device of claim 30, wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased.

35. The program storage device of claim 30, wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof.

36. The program storage device of claim 30, wherein a discount object command is created when said price discount group is selected, wherein said discount object command binds said price discounts to a respective item in said order.